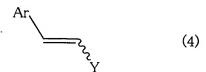
ABSTRACT

The present invention provides a process for producing an aromatic unsaturated compound of the formula (4)



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wherein Ar represents an optionally substituted aromatic group or an optionally substituted heteroaromatic group, and Y represents an electron withdrawing group,

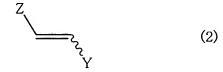
which comprises reacting

10 (a) a compound of the formula (1)

$$Ar \longrightarrow H$$
 (1)

wherein Ar has the same meaning as defined above with

(b) a compound of the formula (2)



wherein Y has the same meaning as defined above, and Z represents a lower alkoxy, or

a compound of the formula (3)



- wherein Y and Z have the same meanings as defined above, in the presence of
 - (c) an acid or a compound which generates a mineral acid by its hydrolysis.